



सत्यमेव जयते

**Embassy of India
Tunis**

Press Release

**Ayurveda & International Tourism Day 2025 –
B2B Webinar on Ayurveda and Wellness Tourism**

-23 September 2025-

The Embassy of India in Tunis organized a B2B Webinar to celebrate Ayurveda & International Tourism Day 2025 on 23 September 2025 at Verdi hotel, Gammarth, Tunis, in association with Ministry of Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homeopathy (AYUSH), Government of India, Federation of Associations in Indian Tourism & Hospitality (FAITH), Sitaram Retreat Thrissur, Somatheeram Ayurveda Group, Chamber of Commerce and Industry of Bizerte, Tunisian Federation of Travel and Tourism Agencies (FTAV), Federation of Tunisian Tourism (FI2T), One Resort Hotels, Tunisian National Chamber of Health Services Companies, SMEDI Group and International Holistic Academy. Satguru Travel Tunisia, Active Travel and Vision Voyages co-sponsored this important event.

The event aimed to promote awareness of India's traditional wellness systems and explore avenues for collaboration between India and Tunisia in the wellness and tourism sectors. The event was graced by the presence of His Excellency Mr. Nejmeddine Lakhal, Director of the Asia Department at the Ministry of Foreign Affairs, Migration and Tunisians Abroad.

The event commenced with a welcome address by H.E. Dr. Devyani Khobragade, Ambassador of India in Tunisia, who highlighted the significance of the 10th Ayurveda Day and the International Tourism Day 2025. Speaking on the theme "Ayurveda for People and Planet," the Ambassador emphasized the enduring relevance of Ayurveda as a 5,000-year-old holistic health system that promotes not only individual well-being but also environmental harmony. She outlined India's growing global outreach through the Ministry of AYUSH, including international collaborations and the promotion of wellness tourism as part of India's broader health diplomacy. Touching on the rapid growth of India's tourism sector, she extended an invitation to Tunisian travelers to explore India's rich heritage of Ayurveda, yoga, and spiritual retreats. She added that, each year, over 30 million Indian tourists travel abroad, reflecting India's growing outbound tourism potential. However, the number of Indian travelers visiting Tunisia remains relatively low,

primarily due to the absence of direct flight connectivity and the lack of a visa-on-arrival facility. Ambassador also stated that Government of India was committed to address these challenges. Stressing the immense potential for Indo-Tunisian cooperation in health, wellness, and sustainable tourism, she called for greater collaboration through joint ventures, mobility programs, and professional training. Ambassador highlighted that nearly 1000 Tunisian nationals have benefited from India's technical and economic cooperation programme (ITEC) so far. Every year 100 training slots are available for Tunisian nationals. Besides, 2 Ayush/Indian Council for Cultural Relations (ICCR) scholarships are available for Tunisian nationals in pursuing higher studies in India. Reaffirming the Embassy's commitment to capacity building and partnership with Tunisia, she concluded with a message of peace, shared progress, and sustainable development anchored in traditional knowledge systems.

Speaking on this occasion, His Excellency Mr. Nejmeddine Lakhal, highlighted the deep-rooted connection between traditional medicine and tourism, emphasizing the enduring cultural and healing value of both Indian Ayurveda and Tunisian herbal medicine. He underscored the potential of combining these two rich traditions to create unique wellness experiences for tourists. He also recommended research collaboration for developing natural health products using Tunisia's agricultural resources.

The Ayurveda segment began with a screening of a special video produced by the Ministry of Ayush, Government of India, offering a powerful visual narrative on the origins, philosophy, and global relevance of Ayurveda. It also included insightful virtual presentations by Sitaram Retreats, Somatheeram Ayurveda Group, who spoke about the fundamentals and health benefits of Ayurveda and the global scope of the Indian Ayurveda industry. Tunisian perspectives were shared by the International Holistic Academy and Resort Hotels, who discussed the experience with Ayurveda and the potential of the Tunisian tourism sector. A lively Q&A session allowed for interactive discussion between Indian and Tunisian participants.

The second half of the webinar focused on wellness tourism, beginning with a video presentation on "Incredible India", Government of India's flagship tourism programme, followed by a comprehensive overview of India's tourism sector by FAITH. Several Tunisian tourism leaders from FTAV, FI2T, Chamber of Commerce of Bizerte, and National Chamber of Health Services Companies, shared insights into Tunisia's growing wellness and tourism landscape, emphasizing opportunities for synergy with India's Ayurveda sector.

The event was attended by over 120 guests, including dignitaries, industry professionals, wellness experts, and representatives from the tourism and health sectors of both India and Tunisia. An Indian Ayurveda lunch rounded off the event, offering participants a taste of India's holistic health traditions. The

webinar successfully fostered dialogue and connections between Indian and Tunisian stakeholders in the wellness tourism industry. The event report was also put up on the social media of the Embassy of India in Tunisia, in FB, X and Insta and may be accessed at the following links:

- <https://www.facebook.com/IndiainTunisia/posts/pfbid0oER9a6tLfBCJ43U7zBehCjD9Z1QfxZVbcconQwxKp4y568cWGmJeBQUg3bC7cT9ml>
- <https://x.com/IndiainTunisia/status/1970776802877694079>
- https://www.instagram.com/p/DO-tY9rjIgN/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
